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100

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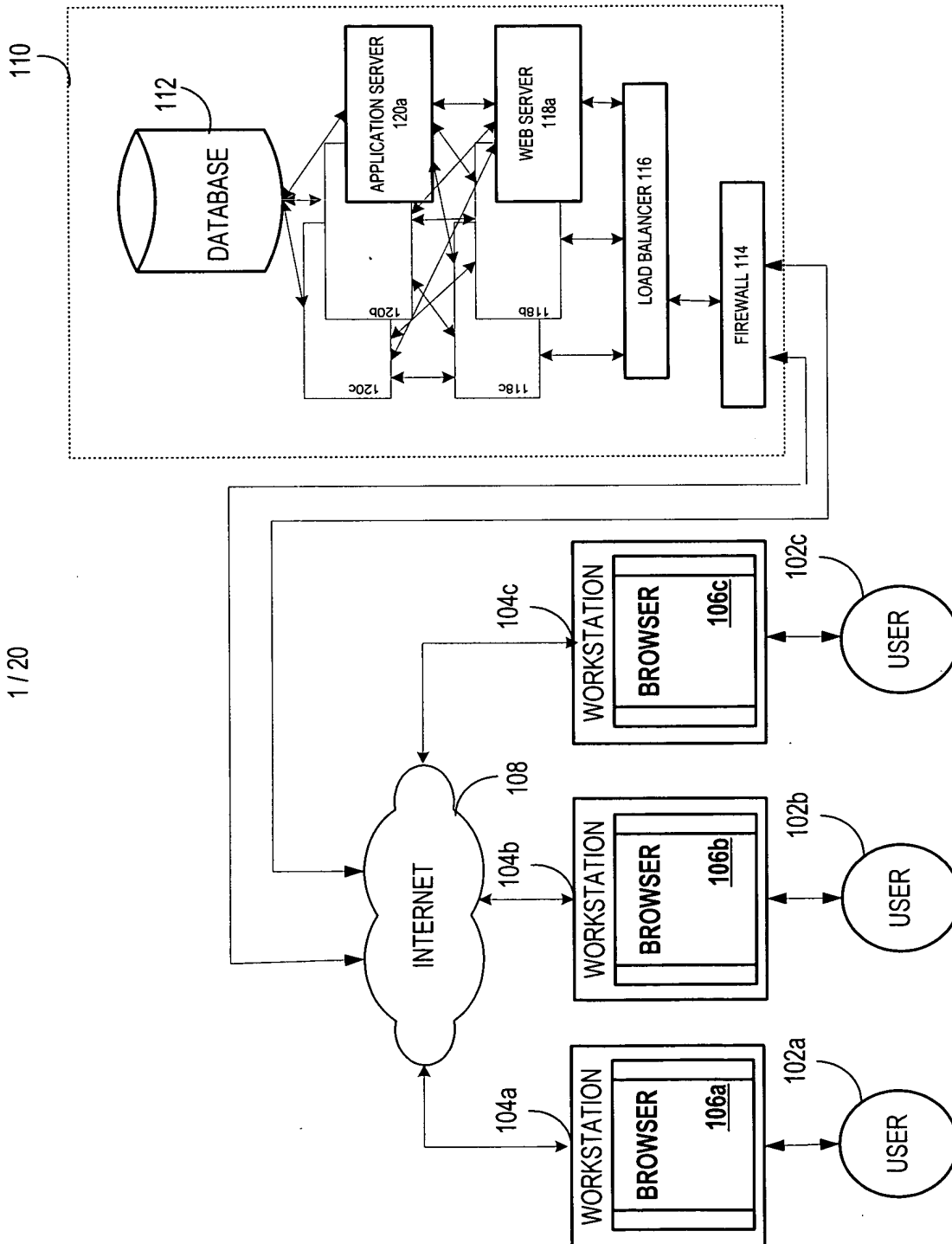
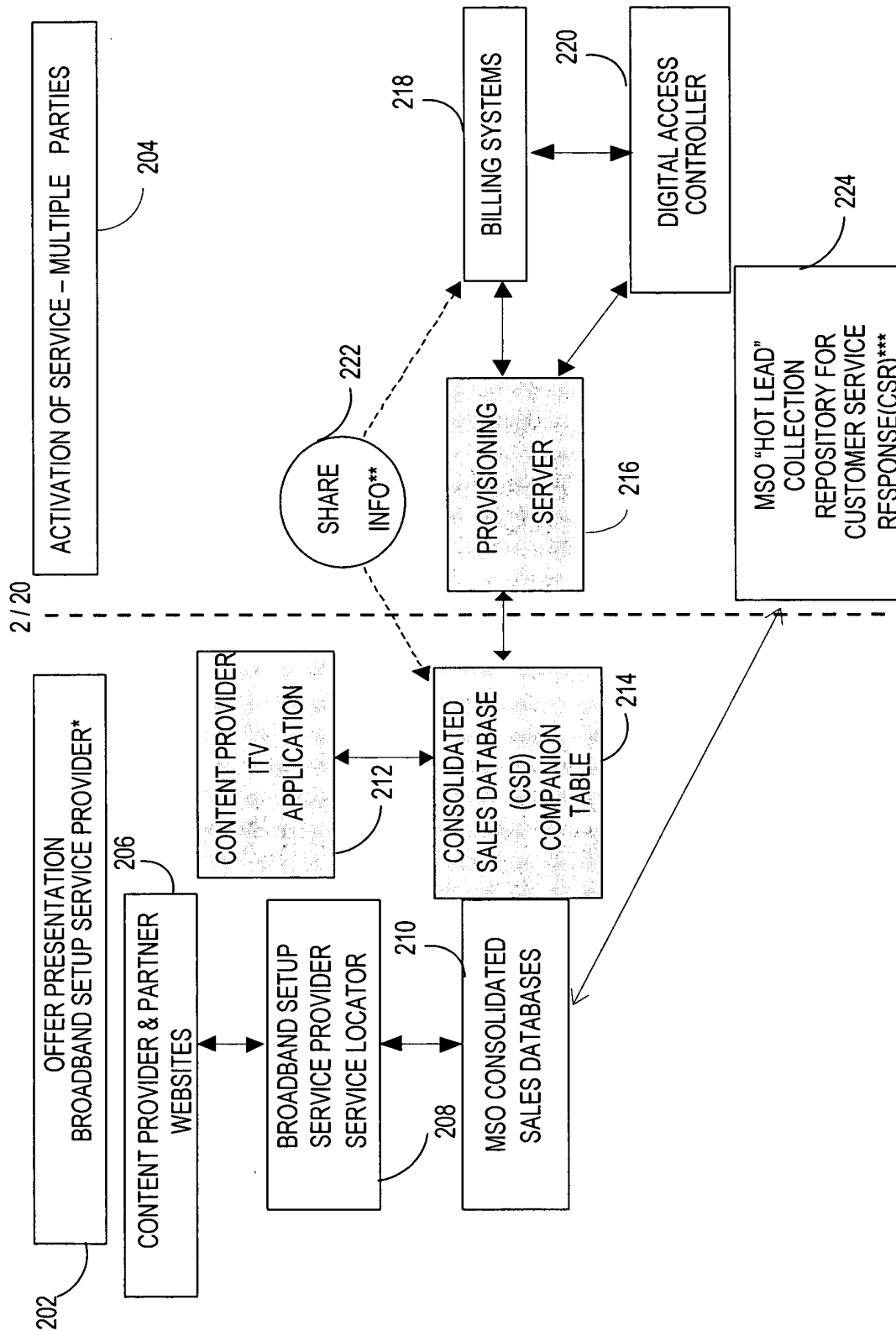


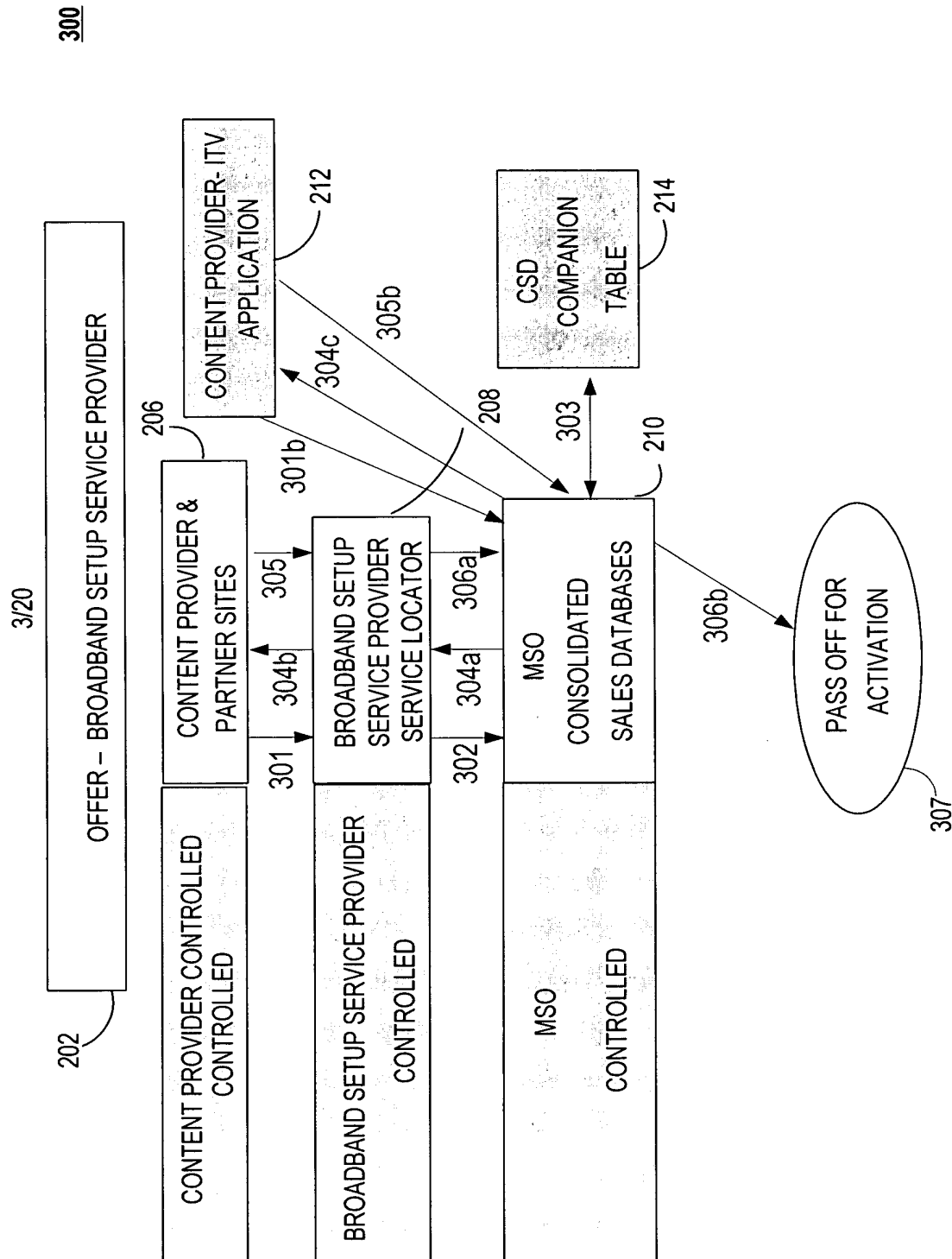
FIG. 1

200



* EXEMPLARY SOLUTION FOR CABLE; IF CUSTOMER INDICATED DBS SUBSCRIPTION, UPGRADE MIGHT ROUTE DIFFERENTLY
**CONNECTION AND EXCHANGE OF DATA MAY BE REAL TIME OR PERIODIC DOWNLOAD
***SOLUTION FOR SUBS WITHOUT SERVICE OR OTHER CASES SUCH AS QUESTIONABLE CREDIT

FIG. 2



320

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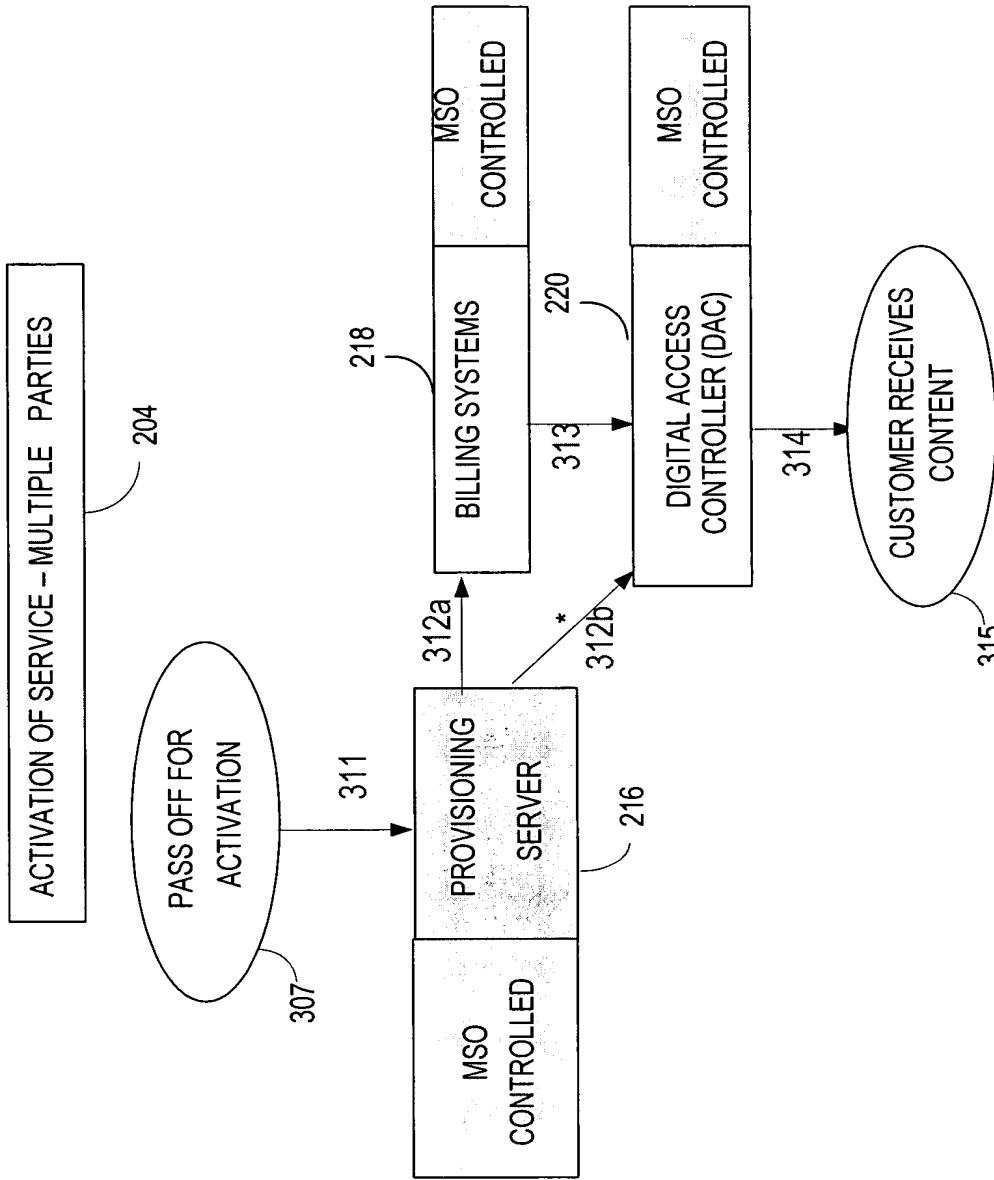
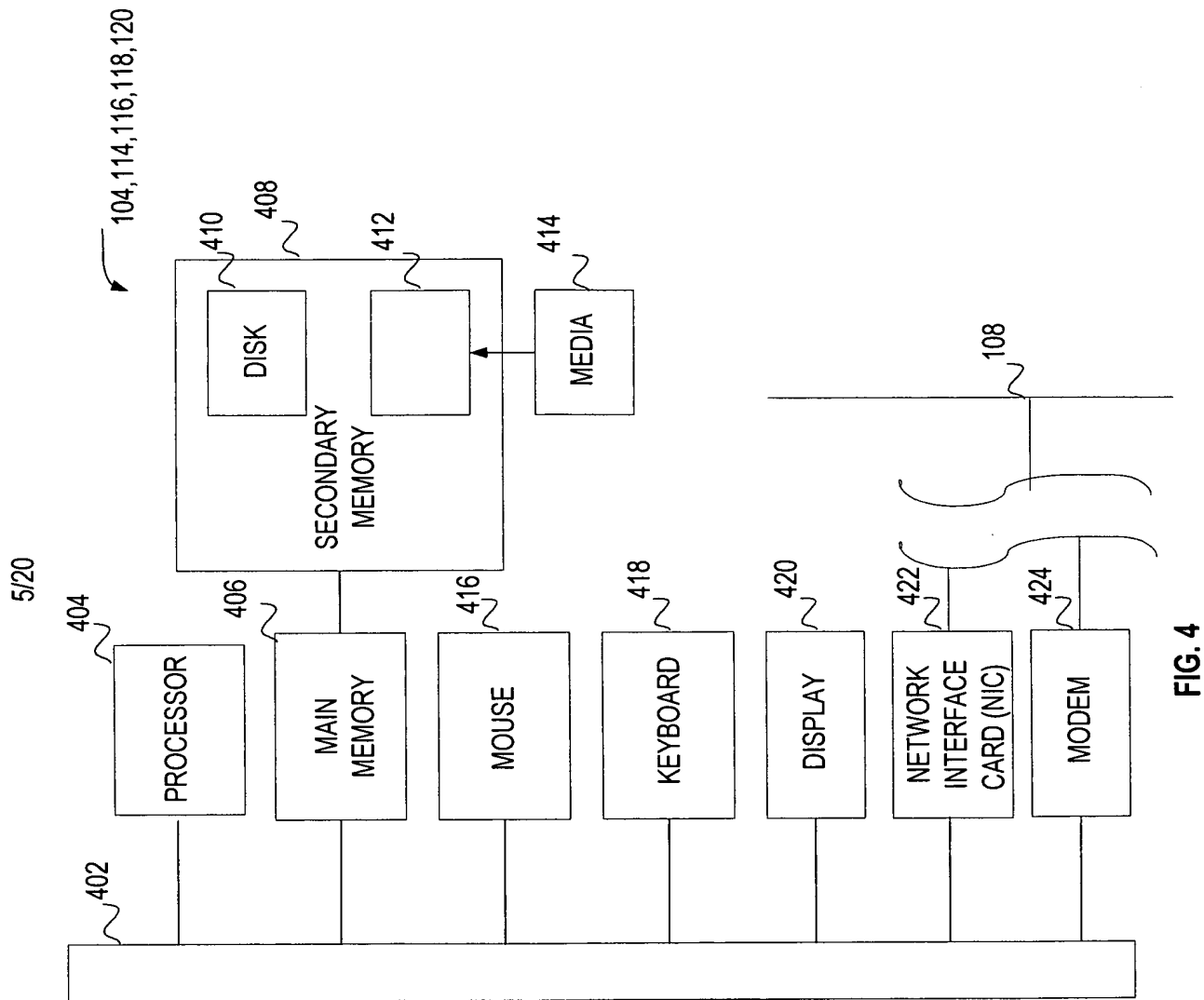


FIG. 3B

* SOME BILLING SYSTEMS HAVE BATCH COMMUNICATION TO THE DAC THAT CAN LIMIT ACTIVATION SPEED TO TIME OF NEXT BATCH COMMUNICATION. DIRECT ACCESS TO DAC CAN ALLOW FOR INSTANT ACTIVATION.



6/20

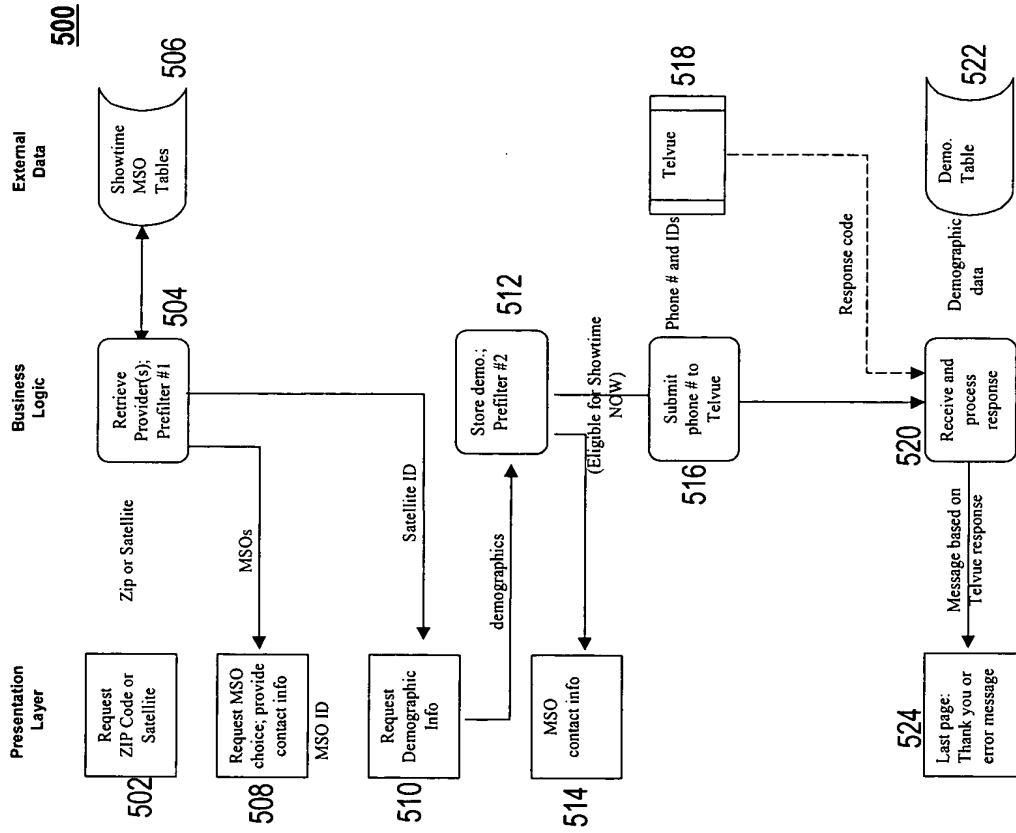


FIG. 5A

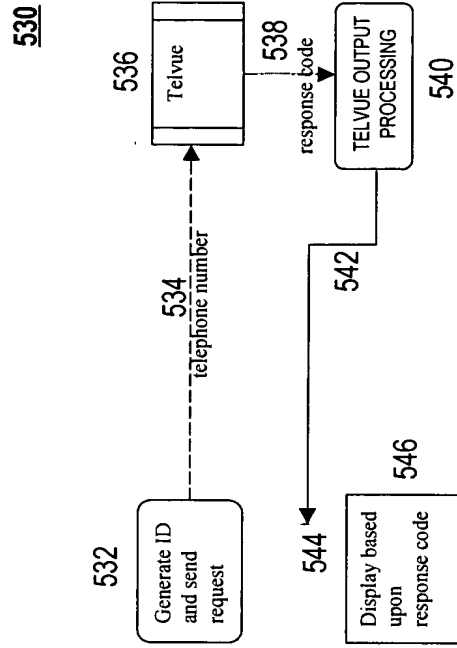


FIG. 5B

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600

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602

604

606

608

Step 1: Consumer enters zip code to locate cable provider or
selects satellite provider.

FIG. 6

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700

The screenshot shows the Showtime website with the following elements:

- Header:** SHOWTIME NO LIMITS. Tell a Friend Join SHO.com / Login
- Navigation Menu:** ORDER SHOWTIME, SCHEDULE, ORIGINAL SERIES, MOVIES, LATE RITE, BOXING, ON DEMAND, CHANNELS, MESSAGE BOARDS, VIDEO CLIPS, STORE.
- Annotations and Links:**
 - 702:** Points to the text "Choose your service provider and click for the special offer coupon."
 - 704a:** Points to the link "RCN Cable of New York - (609)919-8115".
 - 706a:** Points to the link "Subscribe to Showtime and get a \$50 gift card to The Home Depot®!".
 - 708a:** Points to the link "Click for special offer coupon" (expires 04/30/2003).
 - 704b:** Points to the link "Time Warner Cable of Southern Manhattan - (212)358-0900".
 - 706b:** Points to the link "Subscribe to Showtime and get a \$50 gift card to The Home Depot®!".
 - 708c:** Points to the link "Click for special offer coupon" (expires 04/30/2003).
- Footer:** © 2003 Showtime Networks Inc. All rights reserved. trademark, copyright and terms

Step 2: Consumer chooses their highlighted cable provider and a local/national offer.
(National offer for The Home Depot gift card shown above)

FIG. 7

9/20

800

SHOWTIME **802** Tell a Friend Join SHOW.com / Login

Time Warner Cable of Southern Manhattan
Subscribe to Showtime and get a \$50 gift card to The Home Depot!

Please complete the following info for your very own rebate coupon*. Get ready to enjoy this great offer!

804 First Name [] Last Name []

Street Address [] City [New York] State [NY] Zip [10002]

Home Telephone [] Email [] Birthday []

806 Do you subscribe to Showtime? (Please is for new subscriber only)
☐ Yes ☐ No

808 How do you receive your television signal?
☐ Cable ☐ Satellite

How did you hear about this rebate offer?
☐ I would like to receive updates from Showtime and its partners ☐ **SUBMIT**

810 Click for rebate coupon without completing information above.

*Monthly cable TV and equipment fees are additional. Any introductory premium service subscription offers are good only for the time specified; thereafter, standard monthly premium service fees apply. Limited cable required to receive optional services featured. Offer does not apply to premium services already subscribed to by customer. Offer may apply to standard installation/connection on one TV set in wired serviceable areas; other installation/connection services and fees may apply to additional TV sets. Offer may vary and restrictions may apply. All services are not available in all areas.

Home - Site Map - Help/Contact - Privacy - Terms of Use - About Showtime
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Step 3: Consumer registers so that their personal information is formatted onto the printable coupon.
 (Consumer can also skip the registration process for a blank coupon)

FIG. 8

10/20

SHOWTIME
NO LIMITS

ORDER SHOWTIME
SCHEDULE
ORIGINAL SERIES
Queer As Folk
Soul Food
Dawson's Creek
Jeremiah
Street Time
The Chris Rock Show
MOVIES
Hollywood Hits
Original Pictures
LATE NIGHT
Permit tellers Bullshit!
Family Business
BOXING
ON DEMAND
Showtime
The Movie Channel
CHANNELS
SHOWNext
The Movie Channel
...more channels
MESSAGE BOARDS
VIDEO CLIPS
STORE

902

Time Warner Cable of Southern Manhattan
Subscribe to Showtime and get a \$50 gift card to The Home Depot®

904

To redeem your rebate, print and complete this page and mail along with first three months bills dated between 1/27/03 and 8/31/03 indicating your new Showtime subscription to:
Showtime Gift Card Offer
P.O. Box 1238
Dept. HW
Grand Rapids
MI 55745-1238
906

Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Home Phone Number: _____
Cable or Satellite Provider Name: _____
E-Mail Address: _____

908

Free gift card is available to new Showtime and/or The Movie Channel subscribers only. Limit one gift card per household. This offer cannot be combined with any other Showtime offer. Your gift card will be mailed to you within 8-10 weeks after the receipt of the above mentioned documents. Keep a copy for your files. Your response must be postmarked by 9/15/03 and received by 9/30/03. The Home Depot® is a registered trademark of Home, Inc. Showtime is not affiliated with The Home Depot®.
*Monthly cable TV and equipment fees are additional. Any introductory premium service subscription offers are good only for the time specified; thereafter, standard monthly premium service fees apply. Limited cable required to receive optional services featured. Offer does not apply to premium services already subscribed to by customer. Offer may apply to standard installation/connection on one TV set in wired serviceable areas; other installation/connection or relocation fees may apply to additional TV sets. Offer may vary and other restrictions may apply. All services are not available in all areas.
sys id: 138 cust no: 6100280

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Step 4: Consumer prints rebate coupon and submits with required proof of purchase (monthly service bills) to redeem offer.

FIG. 9

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1000



Get a FREE MONTH of UNLIMITED.

9 great channels for you to try with NO obligation. ¹⁰⁰⁸

¹⁰⁰⁴ **NO THANKS** ¹⁰⁰⁶ **LEARN MORE** **GET A FREE MONTH**

¹⁰⁰²

FIG. 10

1100

1100

Showtime NOW! - Microsoft Internet Explorer

Address: http://showtime.com/now/showtime_page3.cfm?id=1430&sp=22206

File Edit View Favorites Tools Help

STOWTIME NO LIMITS

ORDER SHOWTIME SCHEDULE

ORIGINAL SERIES

Queer As Folk

The L.A. Law

The L.A. Law

Queer As Folk

Resurrection Blvd.

Stargate SG-1

Queer As Folk

MOVIES

Hollywood Hits

Original Pictures

BOXING

Championship boxing

SHOROX

WEB EXCLUSIVES

Queer As Folk

alt-show.com

CHANNELS

SHOWTIME

The Movie Channel

...more channels

MESSAGE BOARDS

VIDEO CLIPS

STORE

GET SHOWTIME. INSTANTLY.™

STEPS 1 2 3

Get Your First Month FREE*

You'll Get Up to 10 Channels: Showtime East, Showtime West, Showtime West, Showtime West, Showtime West, Showtime West, Showtime West, Showtime West, Showtime West, Showtime West.

Complete the form below for instant activation!

3. ENTER YOUR INFORMATION

First name: Last name: City: State: Zip code: Home Telephone: Email address:

Are you currently a Comcast Alexandria subscriber with a cable converter box capable of activating PPV events? ☐ yes ☐ no

☐ I have read and agree to the Terms and Conditions.

☒ I would like to receive updates from Showtime and my cable provider on programs and promotions. [Legal/Privacy Statement](#)

How did you hear about Showtime NOW? [Please select](#)

NEED HELP? [Contact Showtime](#)

Channels may vary by equipment level of service. Not all channels are available in all areas. Limited time offer expires 11/20/02. Offer is available to new subscribers only. Offer is good only for the time specified. Thereafter, standard monthly premium service fees apply. Basic preferred cable required to receive optional services featured. Offer applies only to services featured; offer does not apply to services currently carried by customer. Offer applies to standard installation/connection on one TV. Offer is not available to customers with multiple TV's. Offer is not available to customers with multiple pay-per-view and/or video on demand charged separately. Customer responsible for current level of service. Call your cable operator for complete details.

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Home Site Map Help/Content Privacy Terms of Use

FIG. 11

Logo Image (108x56) determined by Showtime
1300
Text description determined by Showtime (approx. 150
characters)

The screenshot displays a website layout with a dark background and white text. At the top, there is a navigation bar with links: "Hot Picks", "Shopping", "Order Status", and "My Account". Below this, a large banner area features the "SUSCOM MALL" logo on the left, which includes a stylized American flag. To the right of the logo, the text reads "LIMITED TIME OFFER" and "Get all 14 Showtime movie channels for \$9.99/mo and get a free gift. New subscribers only." Below the banner, there is a section titled "Showtime" with a "Showtime Special Offer" of "\$0.00". To the right of this, there are three options: "Buy", "Save", and "Exit". Below these options, there are two items listed: "Gladiator VHS" for "\$14.99" and "Dave Matthews Band CD" for "\$13.29". At the bottom of the page, there is a "Press SELECT to order item" button.

Small Image (124x146) determined by Showtime
Text description determined by SusCom and Showtime (approx. 30 characters)
FIG. 13

12/20

1200

The screenshot shows a web browser window with the address bar displaying "http://www.cablelabs.com/lu/externalURL.html". The page title is "CableLabs' Cable Service Locator". The main content area is titled "Step 1 of 4" and contains a form for entering location information. The form fields are: "Street Address", "Apartment or Suite", "City / State", and "Zip Code". Below these fields, there is a checkbox labeled "Check here to receive special offers and updates from your cable operator", which is currently checked. At the bottom of the page, there is a "Back to Our Site" button.

FIG. 12

Large Image (340x245) determined
13/20
by SusCom



Small Image (124x146) determined by Showtime
Text description determined by SusCom and Showtime (approx. 30 characters)
Small Image (124x146) determined by Showtime, image does not change from previous screen
Text description determined by Showtime (approx. 150 characters)

FIG. 14
FIG. 15

1710

SPECIAL ONLINE OFFER!

Order **SHOWTIME**, and get your **first month FREE**
plus Free Instant Activation!

\$20*

SAVE OVER


1. Go to SHOW.com
2. Click **Order Showtime NOW!**
3. See Showtime on your TV in seconds!

SHOWTIME Comcast

*Offer good on new orders placed by 11/30/03. Offer ends 12/31/03. Offer requires activation of Showtime service. Offer valid on all Showtime services. Offer not available in some areas. Offer subject to change without notice. ©2003 Showtime Networks Group. All rights reserved.

FIG. 17A



My Account
Local Offers
Sports
Home & Garden
Movies
Music
Hot Picks

HOT PICKS
Limited time offers on great
MP3 Players, popular books and

SHOWTIME

LIMITED TIME OFFER
Get all 14 Showtime movie channels
for \$9.99/mo and get a free gift.
Expires 00/00/00 New subscribers only

Press SELECT to order item

FIG. 16

WATCH THE
**SHOWTIME FREE PREVIEW WEEKEND-
JUNE 21-23!**

GET \$25 CASH* WHEN YOU ORDER SHOWTIME

Plus, order online to get your
first month FREE**
plus Free Instant Activation!

1. Go to **SHO.com**
2. Click **Order Showtime NOW!**
3. See Showtime on your TV in seconds!

HANNIBAL

SOUL FOOD

SHOWTIME.

Comcast

FIG. 17B


Image Only Layout (428x110) determined by Showtime

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1800

SHOWTIME INTERACTIVE TV POSTCARD

You friend Wendy was watching Interactive Showtime and she wanted to tell you about Soul Food.



Soul Food
Look for a rich blend of character and human drama as three sisters in Chicago keep their family together. Based on the 1997 movie of the same name

Showtimes:
Tomorrow at 9:00AM [set to record with DVR]
Wednesday at 10:00PM
December 23 at 9:00PM
January 19th at 8:45 PM

[AUDIO ON]

[MORE]

To: Wendy From: Eric
Hey Wendy, I sent this from my TV set! I thought you would like this show. One of the characters reminds me of your friend Pam. Talk to you Soon.

-Eric

[ORDER SHOWTIME NOW] [INTERACTIVE TV] [SHO.com] [TELL A FRIEND]

[REPLY]

FIG. 18

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1900

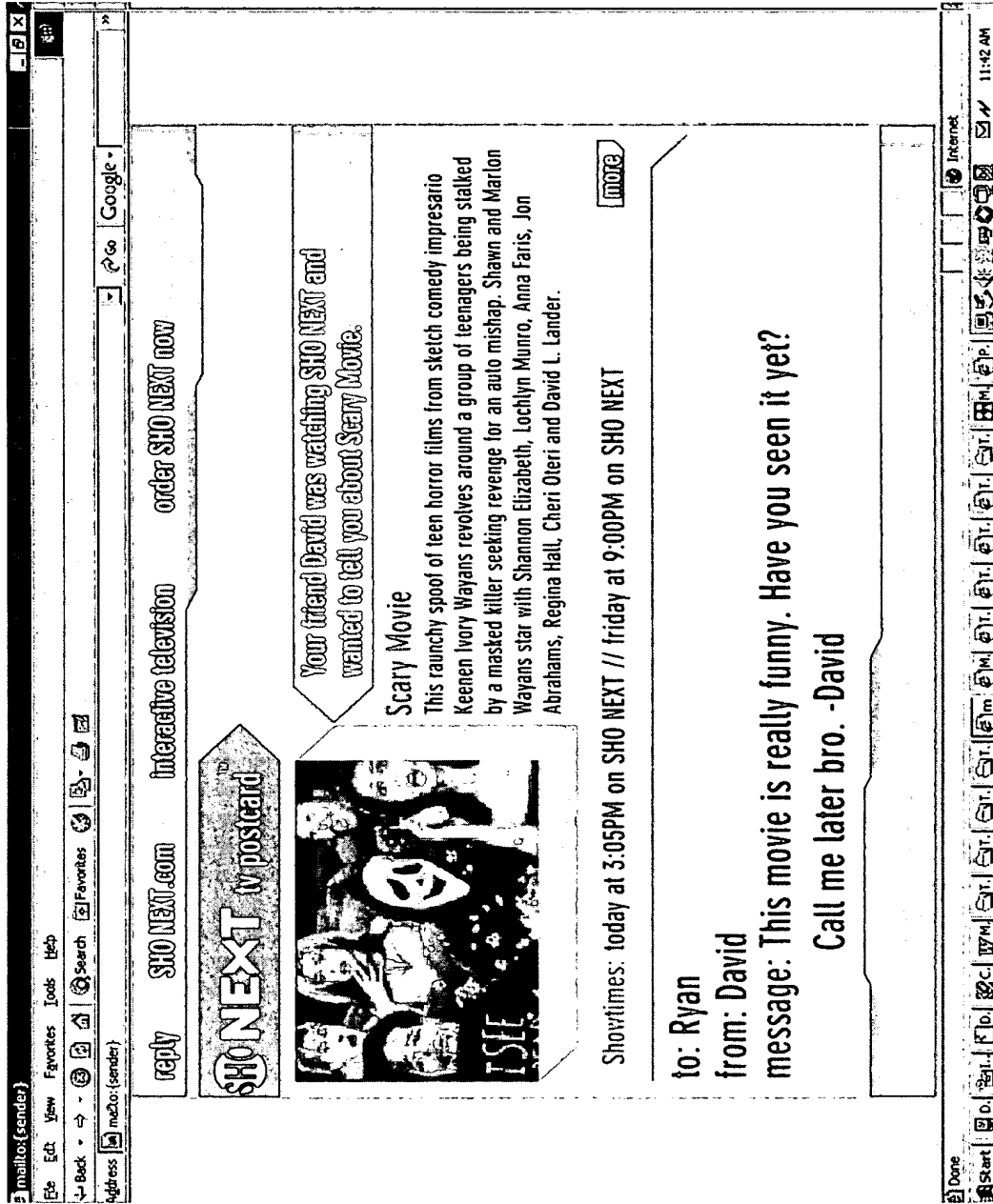


FIG. 19

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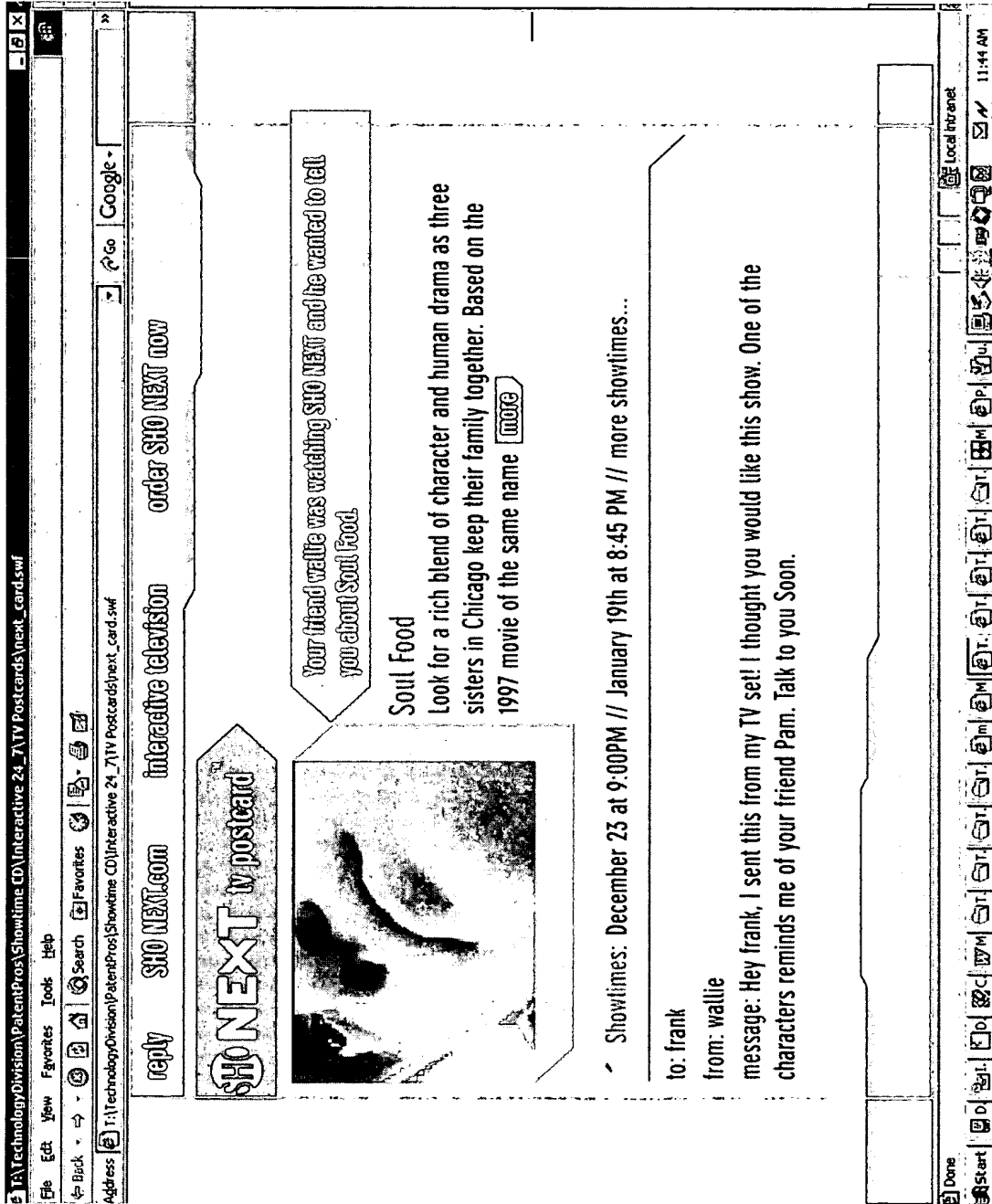


FIG. 20

2000

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2100

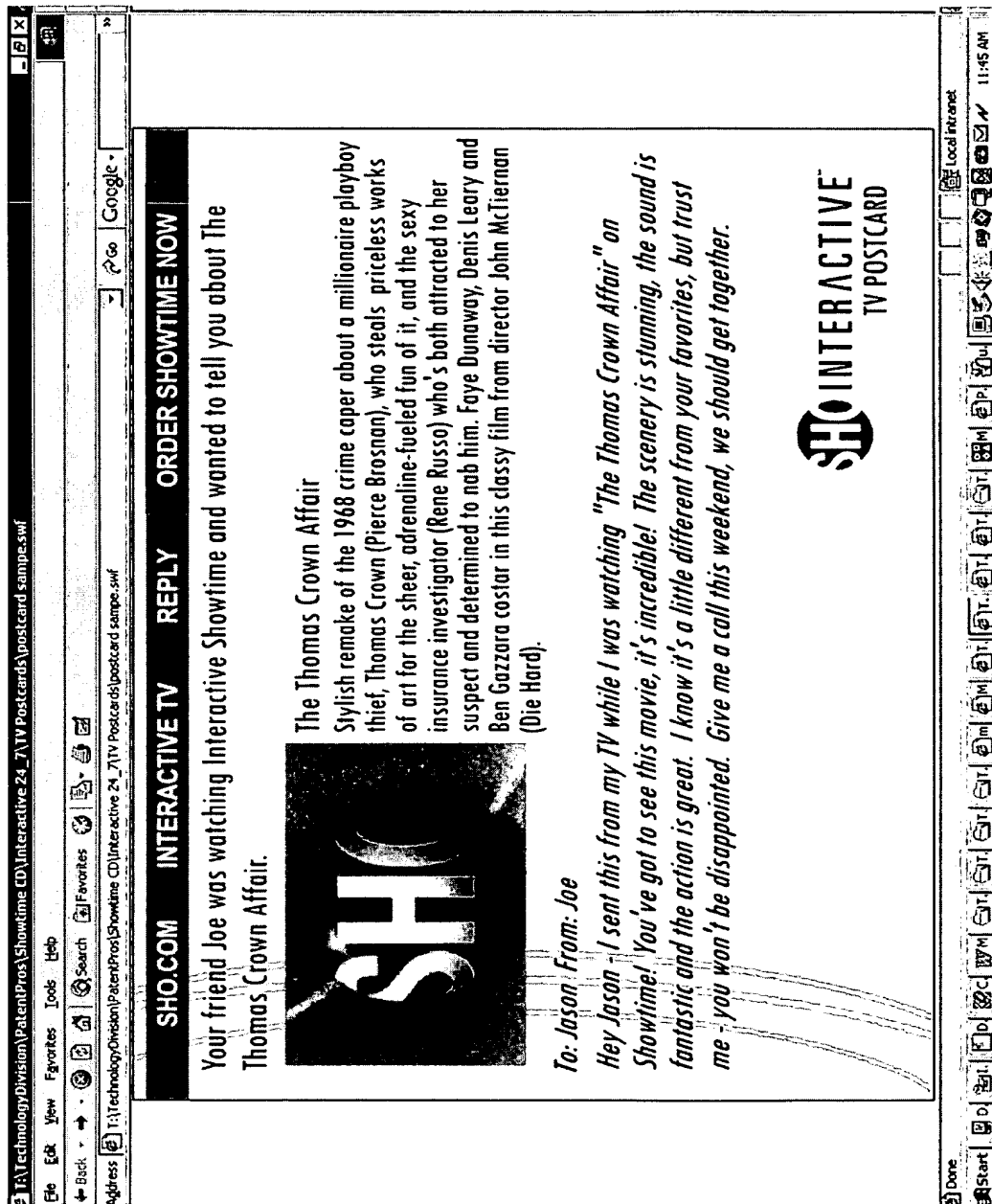


FIG. 21

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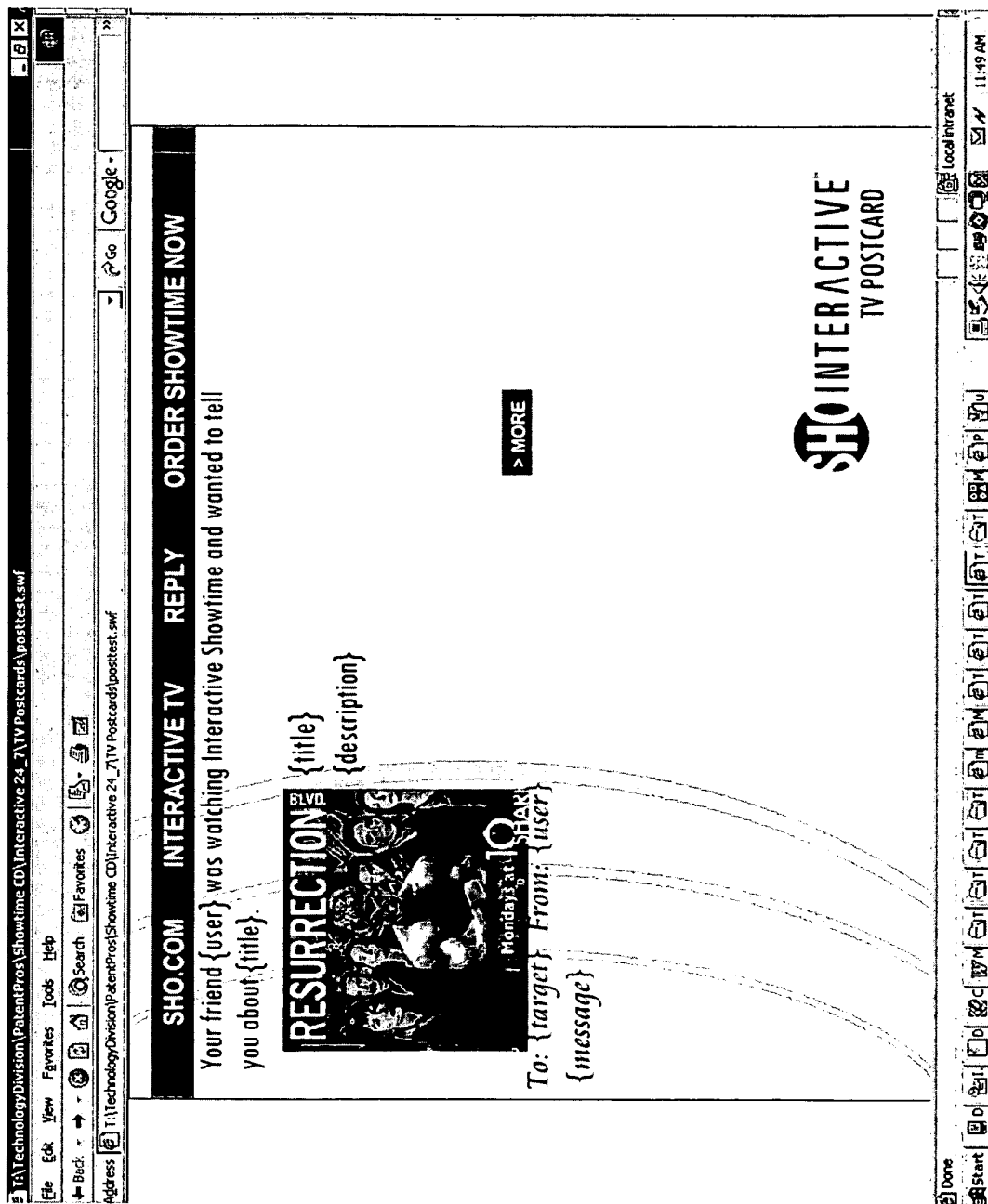
2200

The screenshot shows a web browser window with the address bar displaying a local file path. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The address bar shows the path: file:///I:/Technology/Division/PatentPros/Showtime CD/Interactive 24_7/TV Postcards/postcardisaak.swf. The browser's status bar at the bottom indicates 'Done' and 'Local intranet'.

The main content area of the browser displays a postcard interface. At the top, a navigation bar contains the text 'SHO.COM INTERACTIVE TV REPLY ORDER SHOWTIME NOW'. Below this, a message reads: 'Your friend David was watching Interactive Showtime and wanted to tell you about The Chris Isaak Show.' To the left of the message is a small, dark, grainy image of a person. To the right of the message is a large block of text that reads: 'The Chris Isaak Show Rock star Chris Isaak's self-titled series follows him behind the scenes of the real world of rock & roll. On the road, in the studio or just trying to catch some waves on his surfboard, Chris struggles to balance his fame, his demanding job and his personal life in this tongue-in-cheek comedy.' Below this text is a message from David: 'To: Jessica From: David Hey Jessica, how you doing??? I sent this postcard from my TV, isn't that sweet! I was watching Chris Isaak on Showtime and it made me think that band we saw in Syracuse. Have you seen The Chris Isaak Show yet? It's pretty cool. Some of the cast members are actors and some are the real musicians from his band. Anyway, I gotta run. I'll talk to you soon!'. To the right of the message is a large, stylized logo that reads 'SHO INTERACTIVE TV POSTCARD'.

FIG. 22

20/20



2300

FIG. 23